

## **REMARKS**

Applicant submits new claim 28. Claims 1-28 are now pending in the application. Claims 17-27 have been withdrawn from consideration. Applicants amend claims 1, 5, and 15 for minor corrections and clarifications, and submit claim 28 to round out the scope of the claimed invention. Applicant refers to page 28, lines 4-5 of the specification for an exemplary embodiment of and support for the claimed invention. No new matter has been added.

Applicant respectfully requests that the Examiner indicate acceptance of the drawings and clearly initial all of the listed references—in particular, the bottom-listed reference—in the filed IDS.

Claims 1-16 stand rejected under 35 U.S.C. § 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter of the invention.

Applicant amends claims 1, 5, and 15 to remove and clarify the objected-to language and alleged inconsistencies, and respectfully requests that the Examiner withdraw the § 112, ¶ 2 rejection.

Claims 1-16 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 5,855,007 to Jovicic et al. in view of U.S. Patent No. 6,076,069 to Laor.

Applicant respectfully traverses the rejection.

The Examiner acknowledged that Jovicic et al. do not disclose the claimed owner identification information features of the invention, and relied upon description in Laor of a “single server” for both coupon issuance and redemption, as alleged disclosure of these features. Applicant respectfully points out to the Examiner that cited portion of Laor—namely, col. 4, line 50 to col. 5, line 5 thereof—only includes description of a server issuing a coupon that is saved on a client system, and later authenticating and redeeming the coupon.

Although such portion of Laor includes description of the server “transferring” coupon information, such “transferring” only relates to the server transferring the coupon information “to an Authentication Server which could authenticate or validate the electronic coupon and authorize the transaction.” Col. 4, line 67 to col. 5, line 2 of Laor. Therefore, such portion of Laor does not include any disclosure or suggestion of the client system transferring the coupon itself to any transferee apparatus or the server managing any such transfers.

As such, Laor—and, correspondingly, the proposed combination of Laor and Jovicic et al.—does not disclose or suggest the claimed features of a coupon issuance/management server recording owner identification information of an electronic coupon as coupon management information in a transfer management memory, and changing the owner identification information in the transfer management memory according to a transferee apparatus of said electronic coupon.

In other words, even assuming, arguendo, that it would have been obvious to one skilled in the art at the time the claimed invention was made to combine Laor and Jovicic et al., such a combination would still have failed to disclose or suggest,

“[a]n electronic transaction method using an electronic coupon in an electronic transaction system comprising an electronic shop server opening an electronic shop site on Internet to operate and manage said electronic shop site, a coupon issuance/management server issuing and managing an electronic coupon having pecuniary value information usable in a settlement of an electronic transaction for said electronic shop site, and an information terminal being able to access to said electronic shop to carry out an electronic transaction, said electronic transaction method comprising:

requesting said coupon issuance/management server to issue said electronic coupon from said information terminal;

issuing, by said coupon issuance/management server, said electronic coupon having said pecuniary value information and owner identification information based on information characteristic of said information terminal to said information terminal;

recording, by said coupon issuance/management server, said owner identification information of said electronic coupon

as coupon management information in a transfer management memory of said coupon issuance/management server and managing said owner identification information by said coupon issuance/management server; and  
changing, by said coupon issuance/management server, said owner identification information in said transfer management memory according to a transferee apparatus of said electronic coupon,” as recited in claim 1. (Emphasis added)

Accordingly, Applicant respectfully submits that claim 1, together with claims 2-16 and 28 dependent therefrom, is patentable over Laor and Jovicic et al., separately and in combination, for at least the foregoing reasons.

In view of the remarks set forth above, this application is in condition for allowance which action is respectfully requested. However, if for any reason the Examiner should consider this application not to be in condition for allowance, the Examiner is respectfully requested to telephone the undersigned attorney at the number listed below prior to issuing a further Action.

Any fee due with this paper may be charged to Deposit Account No. 50-1290.

Respectfully submitted,

/Dexter T. Chang/

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